

# COMPARISONS OF AVERAGE AUDIENCE ESTIMATES - SELECTED PROGRAM TYPES

FIRST REPORT FOR AUGUST 1983

	EVENING 7:00-11:00 PM										AS 7:00-11:00 PM		Total(4)
	General Drama	Suspense & Mystery Drama(1)	Situation Comedy	Adventure	Participation Variety	Feature Films	AN 25-30 Min.	AN 55-60 Min.	7:00-9:00 PM	9:00-11:00 PM(2)	Regular	Special(3)	
HOUSEHOLDS % AVG. AUD. NO. OF PROGRAMS†	11.1 11	12.9 9	12.1 27	13.2 5	1FR	12.3 8	11.9 28	11.9 34	11.1 32	12.4 40	12.0 72	8.8 10	11.0 02

	EVENING 6:00-7:00PM		MONDAY-FRIDAY 11:30-1:00AM		WEEKDAY DAYTIME 10:00AM-4:30PM					WEEKEND DAYTIME			
	Informational(1)		11:30PM-1:00AM(4)		Quiz & Aud. Partic.(1)	Situation Comedy	10:00AM-1:30PM	1:00-4:30PM	10:00AM-4:30PM	Children's(1)	Sports		
	Once-a-Week	Multi-weekly		Daytime Drama							Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD. NO. OF PROGRAMS†	6.5 5	9.5 3	5.1 7	7.0 13	5.6 10	5.1 3	5.4 14	7.1 12	6.4 26	3.9 31	6.1 4	4.8 13	5.2 17

(1) SEE INTRODUCTION FOR INDIVIDUAL TYPES IN ABOVE GROUPING.  
(2) INCLUDES 8:30-9:30PM AND 8:30-10:00PM PROGRAMS.

(3) WEIGHTED BY DURATION AND FREQUENCY AND LIMITED TO REGULARLY SCHEDULED PROGRAMS, EXCEPT FOR TYPES CARRYING THIS FOOTNOTE.  
(4) INCLUDES OVERRUNS EXTENDING BEYOND 1:00AM.

1FR INSUFFICIENT NUMBER OF PROGRAMS IN TYPE FOR REPORTING.

† PROGRAMS ARE RATED IN TERMS OF TOTAL DURATION, UNDER FIVE-MINUTE PROGRAMS ARE EXCLUDED.

## NATIONAL TV NIELSEN RATINGS RANKING - TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING AUGUST 7, 1983

### NIELSEN AVERAGE AUDIENCE

RANK	PROGRAM	AUDIENCES		RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)			% U.S.	NO. (000)
1	JEFFERSONS	18.1	15,080	9	MAGNUM, P.I.	15.5	12,910
2	NEWHART	17.8	14,830	10	SIMON & SIMON	15.1	12,580
3	60 MINUTES	17.3	14,410	11	HILL STREET BLUES	14.9	12,410
4	TRAPPER JOHN, M.D.	16.4	13,660	12	KNIGHT RIDER#	14.8	12,330
5	ONE DAY AT A TIME	16.2	13,490	13	FACTS OF LIFE	14.5	12,080
6	NBC MONDAY NIGHT MOVIES	16.0	13,330	14	CAGNEY & LACEY	14.4	12,000
7	20/20	15.9	13,240	15	BARBARA WALTERS SUMMER SP(S)	14.3	11,910
8	A TEAM	15.8	13,160	16	REMINGTON STEELE	14.0	11,660

•EVENING

2 TU-F 9.58P 1

GRINCH/CAT IN THE HAT(S)					186	93	A	6.4	15	533	
2 SUN.	7.00P	30 ABC EA					A	10.1	20	841	
HALF HOUR COMEDY HOUR			4		200	98	B	10.6	21	883	
2 TUE.	8.00P	30 ABC GV									
HAMPTONS			2	198	202	99	99	A	11.5	21	958
WED.	9.00P	60 ABC GD					B	11.5	21	958	
HART TO HART			32	205		99		A	13.7	25	1141
1 TUE.	10.09P	60 ABC PD					B	18.6	31	1549	
HILL STREET BLUES			42	212	212	98	99	A	14.9	28	1241
THU.	10.00P	60 NBC OP					B	17.8	30	1483	
IT TAKES TWO			1		201	99	A	11.9	21	991	
2 THU.	9.30P	30 ABC CS					B	11.9	21	991	
JEFFERSONS			38	200	200	99	99	A	18.1	32	1508
1 SUN.	9.29P	30 CBS CS					B	18.9	29	1574	
2 SUN.	9.00P	30									
JOANIE LOVES CHACHI			10	199	198	98	98	A	9.1	17	758
1 TUE.	8.39P	30 ABC CS					B	10.9	20	908	
2 TUE.	8.30P	30									
JUST A LITTLE MORE LOVE(S)					185	91	A	5.6	13	466	
2 SUN.	7.00P	60 NBC GD									
KNIGHT RIDER			38		196	96	A	14.8	30	1233	
2 FRI.	9.00P	60 NBC A					B	15.2	25	1266	
KNOTS LANDING			7	194	196	99	99	A	10.7	20	891
THU.	10.00P	60 CBS GD					B	11.1	21	925	
LONE STAR(S)					207	98	A	10.0	20	833	
1 SUN.	8.00P	60 NBC OP									

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# PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST AUG. 1983 REPORT

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)													1ST AUG. 1988												
PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		
WK #	DAY	START TIME	DUR	NET TYPE	WK 1	WK 2	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET TYPE	WK 1	WK 2	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
EVENING CONT'D													T.J. HOOKER												
NEWSBREAK-SAT.													1 SAT. 8.00P 60 ABC OP												
SAT. 8.57P 2 CBS N													THREE'S COMPANY												
													1 TUE. 9.09P 30 ABC CS												
NEWSBREAK-SUN.													2 TUE. 9.00P 30												
1 SUN. 9.26P 3 CBS N													TOO CLOSE FOR COMFORT												
2 SUN. 8.58P 1													2 THU. 8.30P 30 ABC CS												
9 TO 5													TRAPPER JOHN, M.D.												
1 TUE. 9.39P 30 ABC CS													1 SUN. 10.29P 60 CBS GD												
													2 SUN. 10.00P 60												
ON THE ROAD WITH KURALT																									
1 TUE. 8.39P 30 CBS DO													TUCKER'S WITCH												
2 TUE. 8.00P 30													MON. 9.00P 60 CBS CS												
ONE DAY AT A TIME													20/20												
1 SUN. 8.59P 30 CBS CS													THU. 10.00P 60 ABC DN												
2 SUN. 8.30P 30													VOYAGERS												
													1 SUN. 7.00P 60 NBC A												
OUR TIMES WITH MOYERS													WALT DISNEY												
1 TUE. 9.09P 30 CBS DO													SAT. 8.00P 60 CBS FV												
2 TUE. 8.30P 30																									
POWERS OF MATTHEW STAR													LATE FRINGE												
FRI. 8.00P 60 NBC GD													ABC NEWS:NIGHTLINE												
PRIVATE BENJAMIN																									
1 MON. 8.30P 30 CBS CS													1 MON. 11.44P 46 ABC N												
QUINCY, M.E.													1 TUE. 11.39P 60												
SAT. 9.00P 60 NBC OP													1 W-F 11.30P 60												
													2 M-TH 11.30P 60												
REAL PEOPLE													2 FRI. 12.00M 30												
WED. 8.00P 60 NBC PV													ABC NEWS:NIGHTLINE-MON(B)												
REGGIE													1 MON. 12.30A 14 ABC N												
2 THU. 9.00P 30 ABC CS													ABC NEWS:NIGHTLINE-FRI(B)												
													2 FRI. 12.30A 30 ABC N												
REGGIE SPECIAL(S)																									
2 TUE. 9.30P 30 ABC CS													ABC WEEKEND REPORT-SAT.												
REMINGTON STEELE													SAT. 11.00P 15 ABC N												
1 TUE. 9.39P 60 NBC GD													ABC WEEKEND REPORT-SUN.												
2 TUE. 9.00P 60													SUN. 11.00P 15 ABC N												
RIPLEY'S BELIEVE IT-NOT													CBS NEWS NIGHTWATCH-1												
1 SUN. 7.00P 60 ABC U													1 M-THSU 2.00A 30 CBS N												
ST. ELSEWHERE													2 M-THSU 2.00A 30												
1 TUE. 10.39P 51 NBC GD													CBS NEWS NIGHTWATCH-2												
2 TUE. 10.00P 60													1 M-THSU 2.30A 210 CBS N												
SILVER SPOONS													1 TUE. 2.39A 201												
SAT. 8.30P 30 NBC CS													2 M-THSU 2.30A 210												
SIMON & SIMON													CBS SUNDAY NEWS-OSGOOD												
THU. 9.00P 60 CBS PD													1 SUN. 11.29P 15 CBS N												
													2 SUN. 11.00P 15												
60 MINUTES													DAVID LETTERMAN I												
1 SUN. 7.29P 60 CBS DN													1 M-TH 12.30A 30 NBC GV												
2 SUN. 7.00P 60													CONT'D												
SQUARE PEGS																									
MON. 8.00P 30 CBS CS																									

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.



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## PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST AUG. 1983 REPORT

PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES																			
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)						
WEEKDAY DAYTIME CONT'D																																															
FANTASY					213	159		83		A	4.2	14	350	TODAY SHOW-8.30AM						209	208	208	99	99	A	3.7	18	308																			
1 M-F	3.00P	60	NBC	QG						B	3.5	12	292	M-F 8.30A 30 NBC N						30	187	187	95	95	A	4.2	20	350																			
GENERAL HOSPITAL					208	205	205	99	99	A	9.7	31	808	TOO CLOSE-COMFORT DAYTIME						30					A	4.4	18	367																			
M-F	3.00P	60	ABC	DD						B	9.8	32	816	M-F 11.00A 30 ABC CS										B	4.7	19	392																				
GOOD MORNING, AMERICA-730					210	209	209	99	99	A	3.6	24	300	\$25,000 PYRAMID						213	164	163	86	86	A	4.2	18	350																			
M-F	7.30A	30	ABC	N						B	5.1	27	425	M-F 10.00A 30 CBS QP										B	4.3	20	358																				
GOOD MORNING, AMERICA-830					209	206	206	99	99	A	4.8	24	400	WHEEL OF FORTUNE						143	203	203	98	98	A	7.5	31	625																			
M-F	8.30A	30	ABC	N						B	5.6	27	466	M-F 11.00A 30 NBC QG										B	6.2	27	516																				
GUIDING LIGHT					212	203	203	99	99	A	7.4	24	616	YOUNG AND THE RESTLESS						213	205	205	99	99	A	8.6	31	716																			
M-F	3.00P	60	CBS	DD						B	7.4	25	616	M-F 12.30P 60 CBS DD										B	8.1	31	675																				
LOVING					30	202	202	97	97	A	3.7	14	308	WEEKEND DAYTIME																																	
M-F	11.30A	30	ABC	DD						B	4.0	15	333	ABC WEEKEND SPECIALS						37	174	181	89	93	A	3.7	14	308																			
NBC NEWS AT SUNRISE					5					A	1.0	13	83	SAT. 12.00N 30 ABC FV										B	5.1	17	425																				
2 M-F	6.30A	30	NBC	N						B	1.0	13	83	ABC WIDE WRLD-SPT SPECIAL(S)											A	4.7	15	392																			
NEWSBREAK-11.57					212	178	178	89	89	A	8.0	31	666	2 SAT. 3.00P 90 ABC SA																																	
M-F	11.57A	2	CBS	N						B	7.1	29	591	ABC WIDE WORLD-SPORTS SAT						31	201		99		A	5.9	19	491																			
NEWSBREAK-3.57					212	188	188	95	95	A	5.8	18	483	1 SAT. 2.00P 175 ABC SA										B	8.0	19	666																				
M-F	3.57P	2	CBS	N						B	6.2	19	516	AMERICAN BANDSTAND '88						37	165	175	85	87	A	3.9	14	325																			
ONE LIFE TO LIVE					209	204	204	99	99	A	7.6	26	633	SAT. 12.30P 60 ABC PC										B	4.6	15	383																				

M-F	2.00P	60	ABC	DD						B	8.0	28	666	ASK NBC NEWS-8:28AM	42	194	194	95	95	A	2.6	25	217
														SAT. 8.28A	2 NBC CN				B	4.1	28	342	
PERSONAL-CONFIDENTIAL-MON(S)					164		85			A	4.2	13	350	ASK NBC NEWS-8:58AM	44	204	204	98	98	A	3.7	26	308
2 MON.	3.00P	60	NBC	U										SAT. 8.58A	2 NBC CN				B	5.2	28	433	
PERSONAL-CONFIDENTIAL-TUE(S)					164		85			A	3.5	11	292	ASK NBC NEWS-10:28AM	43	211	211	99	99	A	5.6	26	466
2 TUE.	3.00P	60	NBC	U										SAT. 10.28A	2 NBC CN				B	7.5	29	625	
PERSONAL-CONFIDENTIAL-WED(S)					164		85			A	2.6	9	217	ASK NBC NEWS-10:58AM	43	202	202	95	95	A	5.5	25	458
2 WED.	3.00P	60	NBC	U										SAT. 10.58A	2 NBC CN				B	6.5	24	541	
PERSONAL-CONFIDENTIAL-THU(S)					164		85			A	3.0	10	250	ASK NBC NEWS-11:58AM	41	195	196	93	93	A	4.3	17	358
2 THU.	3.00P	60	NBC	U										SAT. 11.58A	2 NBC CN				B	5.9	21	491	
PERSONAL-CONFIDENTIAL-FRI(S)					164		85			A	3.1	10	258	BLACKSTAR	25	162	160	83	84	A	4.7	17	392
2 FRI.	3.00P	60	NBC	U										SAT. 1.00P	30 CBS CA				B	4.4	15	367	
PRICE IS RIGHT 1					212	205	205	99	99	A	6.6	27	550	BUGS BUNNY/ROAD RUNNER 1	24	201	203	99	99	A	3.2	16	267
M-F	11.00A	30	CBS	AP						B	6.7	30	558	SAT. 9.30A	30 CBS CA				B	3.9	16	325	
PRICE IS RIGHT 2					213	205	205	99	99	A	9.6	37	800	BUGS BUNNY/ROAD RUNNER 2	24	201	203	99	99	A	4.3	20	358
M-F	11.30A	30	CBS	AP						B	8.6	36	716	SAT. 10.00A	30 CBS CA				B	5.5	22	458	
RYAN'S HOPE					209	184	184	96	96	A	5.1	18	425	BUGS BUNNY/ROAD RUNNER 3	23	193	192	97	97	A	4.7	19	392
M-F	12.30P	30	ABC	DD						B	5.4	20	450	SAT. 11.00A	30 CBS CA				B	5.8	22	483	
SALE OF THE CENTURY					145	152	152	86	85	A	5.6	24	466	BUGS BUNNY/ROAD RUNNER 4	23	193	192	97	97	A	5.7	22	475
M-F	10.30A	30	NBC	QG						B	4.5	20	375	SAT. 11.30A	30 CBS CA				B	6.3	23	525	
SEARCH FOR TOMORROW					210	164	164	81	81	A	3.4	12	283	CANADIAN OPEN GOLF-SAT(S)		186		96	A	4.4	13	367	
M-F	12.30P	30	NBC	DD						B	2.8	11	233	1 SAT. 4.30P	90 CBS SE								
TATTLETALES					210	123	124	70	70	A	3.5	12	292	CANADIAN OPEN GOLF-SUN(S)		198		99	A	7.4	19	616	
M-F	4.00P	30	CBS	QG						B	3.0	9	250	1 SUN. 4.30P	179 CBS SE								
TODAY SHOW-7.30AM					210	208	208	99	99	A	2.7	18	225										
M-F	7.30A	30	NBC	N						B	3.9	21	325										

## PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST AUG. 1983 REPORT

PROGRAM AUDIENCES ESTIMATES (NET RATES)																											
PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE	HOUSEHOLD AUDIENCES				PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE	HOUSEHOLD AUDIENCES					
									K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)										K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)		
WK #	DAY	START TIME	DUR	NET TYPE	PROG. TYPE	WK 1	WK 2	WK 1	WK 2					WK #	DAY	START TIME	DUR	NET TYPE	PROG. TYPE	WK 1	WK 2	WK 1	WK 2				
WEEKEND DAYTIME CONT'D																											
CAPTAIN KANGAROO-SAT					43	140	141	84	85	A	1.0	17	83	MEET THE PRESS					39	182	186	97	94	A	3.0	12	250
SAT. 7.00A 60 CBS CL										B	1.1	14	92	SUN. 12.30P 30 NBC CC										B	3.1	11	258
CBS CHILDREN'S FILM FEST.					20	155	151	80	79	A	3.5	12	292	MORK/LAVERNE/FONZ HOUR-1					29	192	193	93	94	A	4.4	18	367
SAT. 1.30P 30 CBS CL										B	3.4	12	283	SAT. 11.00A 30 ABC CA										B	5.0	18	417
CBS SPORTS SUNDAY					16		184		96	A	5.2	15	433	MORK/LAVERNE/FONZ HOUR-2					29	192	193	93	94	A	4.6	18	383
2 SUN. 4.00P 120 CBS SA										B	6.6	18	550	SAT. 11.30A 30 ABC CA										B	4.9	17	408
DUKES					25	200	200	99	99	A	4.1	18	342	NAT'L LONG DRIVING CHAMP(S)							187		88	A	3.2	11	267
SAT. 10.30A 30 CBS CA										B	5.9	23	491	2 SUN. 3.00P 30 ABC SE													
FACE THE NATION					42	151	159	93	93	A	2.9	12	242	NBC MAJOR LEAGUE BASEBALL					16	198	197	95	98	A	6.6	22	550
SUN. 11.30A 30 CBS CC										B	3.0	11	250	1 SAT. 2.23P 191 NBC SE										B	5.9	19	491
FLASH GORDON					41	124	120	65	64	A	2.9	11	242	2 SAT. 2.17P 172													
SAT. 12.30P 30 NBC CA										B	3.6	12	300	NBC SPORTS-30 ROCK					16	197	197	94	97	A	4.0	14	333
FLINTSTONE FUNNIES					42	194	194	95	95	A	2.3	23	192	1 SAT. 2.00P 23 NBC SC										B	4.3	16	358
SAT. 8.00A 30 NBC CA										B	3.3	24	275	2 SAT. 2.00P 17													
GARY COLEMAN SHOW					43	202	202	95	95	A	5.0	22	417	NEW FAT ALBERT SHOW					30	177	176	89	89	A	4.6	17	383
SAT. 10.30A 30 NBC CA										B	6.4	24	533	SAT. 12.30P 30 CBS CA										B	4.6	16	383
GILLIGAN'S PLANET					21	169	167	86	86	A	4.4	17	367	PAC-MAN/RASCALS/RICHIE-1					43	198	198	99	99	A	3.2	24	267
SAT. 12.00N 30 CBS CA										B	4.7	17	392	SAT. 8.30A 30 ABC CA										B	4.8	27	400
HULK/SPIDERMAN I					41	195	196	93	93	A	5.5	23	458	PAC-MAN/RASCALS/RICHIE-2					43	199	199	99	99	A	4.3	25	358
														SAT. 9.00A 30 ABC CA										B	6.3	29	525

						41	195	196	93	93	A	6.0	22	500												
											B	4.6	18	383												
											B	6.1	22	508												
						44	176	177	88	88	A	2.0	19	167												
											B	2.2	15	183												
						44	183	183	90	89	A	2.2	15	183												
											B	2.7	14	225												
						44	187	186	96	96	A	2.5	14	208												
											B	3.2	14	267												
						37	201	203	99	99	A	3.5	18	292												
											B	4.2	17	350												
						40	193	192	97	97	A	5.5	21	458												
											B	5.3	19	441												
						28	169	167	86	86	A	4.1	16	342												
											B	4.3	15	358												
						30	177	176	89	89	A	4.3	16	358												
											B	4.6	16	383												
						25	162	160	83	84	A	4.6	16	383												
											B	4.4	15	367												
						43	200	200	99	99	A	3.6	16	300												
											B	5.6	21	466												
						42	193	192	97	97	A	5.0	20	417												
											B	5.7	21	475												
						25	187	186	96	96	A	2.4	14	200												
											B	3.0	14	250												

## PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST AUG. 1983 REPORT

PROGRAM NAME														T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME														T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES																			
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)																				
WEEKEND DAYTIME CONTD																																																													
SMURFS II					44	211	211	99	99	A	5.9	30	491																																																
SAT. 9.30A 30 NBC CA										B	7.8	33	650																																																
SMURFS III					43	211	211	99	99	A	6.2	29	516																																																
SAT. 10.00A 30 NBC CA										B	8.4	33	700																																																
SPORTSWORLD					25	178	174	93	88	A	5.7	16	475																																																
SUN. 4.00P 90 NBC SA										B	5.9	16	491																																																
SUNDAY MORNING					42	170	170	93	93	A	3.8	20	317																																																
SUN. 9.00A 90 CBS N										B	4.6	21	383																																																
SUPERFRIENDS					43	180	180	92	92	A	2.0	20	167																																																
SAT. 8.00A 30 ABC CA										B	3.1	23	258																																																
TALLADEGA 500(S)						185		95		A	5.0	15	417																																																
1 SUN. 1.00P 210 CBS SE																																																													
THIS WEEK-DAVID BRINKLEY					41	184	185	95	95	A	3.4	13	283																																																
SUN. 11.30A 60 ABC N										B	3.6	13	300																																																
THUNDARR					15	136	134	71	69	A	3.0	12	250																																																
SAT. 12.00N 30 NBC CA										B	3.5	13	292																																																
U.S. WOMENS OPEN GOLF-SAT(S)						198		98		A	3.2	9	267																																																
1 SAT. 4.55P 95 ABC SE																																																													
U.S. WOMENS OPEN GOLF-SUN(S)						202		98		A	3.8	10	317																																																

1 SUN. 4.00P 120 ABC SE

US CLAY COURT TENNIS-SAT(S)

189 98 A 2.6 8 217

2 SAT. 3.30P 150 CBS SE

US CLAY COURT TENNIS-SUN(S)

184 97 A 2.2 8 183

2 SUN. 1.30P 150 CBS SE

WORLD CHMP.TRACK-FIELD-SA(S)

194 96 A 4.5 14 375

2 SAT. 5.09P 51 NBC SE

WORLD CHMP.TRACK-FIELD-SU(S)

192 95 A 4.8 16 400

2 SUN. 2.00P 120 NBC SE



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. JULY 25, 1983

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W	TOTAL AUDIENCE (Households (000) & %)		18,580 22.3 (1) (OP) (-OP)															
	ABC TV		ABC MONDAY NIGHT BASEBALL NEW YORK YANKEES VS TEXAS BALTIMORE VS CALIFORNIA MULTI-SEGMENT TELECAST(OP)															
	AVERAGE AUDIENCE (Households (000) & %)		9,330 11.2 21															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		9.1 9.4 9.9 10.2* 11.3 11.5 11.6 11.5 12.0 12.4 11.9 12.1*															
E	TOTAL AUDIENCE (Households (000) & %)		9,910 11.9 SQUARE PEGS (R)															
	CBS TV		8,750 10.5 PRIVATE BENJAMIN (R)(OP)															
	AVERAGE AUDIENCE (Households (000) & %)		8,250 9.9 21															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		9.9 9.8 9.1 9.1 10.1 11.4 12.2 12.8 12.1 13.7 13.9 14.1*															
K	TOTAL AUDIENCE (Households (000) & %)		15,740 18.9 FAMILY TIES (R)(OP)															
	NBC TV		23,410 28.1 NBC MONDAY NIGHT MOVIES DEATH OF A CENTERFOLD: THE DOROTHY STRATTEN STORY (R)															
	AVERAGE AUDIENCE (Households (000) & %)		10,830 13.0 27															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		11.5 12.2 14.0 14.4 14.8 14.3 15.5 16.6 17.6 18.1 18.7 19.4															

W	TOTAL AUDIENCE (Households (000) & %)		19,160 23.0 (2) (OP) (-OP)															
	ABC TV		ABC MONDAY NIGHT BASEBALL NEW YORK YANKEES VS CHICAGO WHITE SOX CHICAGO CUBS VS PHILADELPHIA MULTI-SEGMENT TELECAST(OP)															
	AVERAGE AUDIENCE (Households (000) & %)		9,500 11.4 20															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		8.2 8.7 10.3 10.9* 11.5 10.9 11.6 12.1 12.1 13.0 12.6 12.2 9.3															
E	TOTAL AUDIENCE (Households (000) & %)		9,910 11.9 SQUARE PEGS (R)															
	CBS TV		10,080 12.1 BRANAGAN & MAPES (OP)															
	AVERAGE AUDIENCE (Households (000) & %)		8,580 10.3 20															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		10.0 10.6 10.4 10.0 10.3 10.9 11.2 11.6 13.5 15.5 15.7 16.7															
2	TOTAL AUDIENCE (Households (000) & %)		11,660 14.0 LOVE, SIDNEY (R)															
	NBC TV		13,080 15.7 FAMILY TIES (R)(OP)															
	AVERAGE AUDIENCE (Households (000) & %)		9,910 11.9 23															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		11.4 12.5 13.1 14.3 14.1 14.1 14.8 15.3 15.4 15.2 15.4 15.7															

TV HOUSEHOLDS USING TV	WK 1	47.3	47.2	46.9	46.8	46.3	47.9	49.9	50.9	52.9	54.5	55.7	56.2	55.6	56.2	55.1	55.1
(See Def. 1)	WK 2	46.7	48.2	47.7	48.9	50.3	51.8	54.5	56.1	58.0	59.3	59.8	59.7	57.0	56.2	55.2	52.8

U.S. TV Households: 83,300,000

(1) ABC MONDAY NIGHT BSBL-PRE, ABC, (8:00-8:13PM)

(2) ABC MONDAY NIGHT BSBL-PRE, ABC, (8:00-8:12PM)

For explanation of symbols, See page A.

EVE. MON. AUG. 1, 1983

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE  
(Households (000) & %)

## ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

W

E

E

K

1

TOTAL AUDIENCE  
(Households (000) & %)

## CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE  
(Households (000) & %)

## NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

REAGAN NEWS  
CONF.-ABC  
(8:00-8:39PM)  
(SUS)

JOANIE LOVES  
CHACHI  
(8:39-9:09PM)  
(R)(-OP)

THREE'S COMPANY  
(9:09-9:39PM)  
(R)(OP)(-OP)

9:30-10:09PM  
(R)(OP)(-OP)

HART TO HART  
(10:09-11:09PM)  
(R)(OP)(-OP)

REAGAN NEWS  
CONF.-CBS  
(8:00-8:39PM)  
(SUS)

ON THE ROAD  
WITH KURALT  
(8:39-9:09PM)  
(-OP)

OUR TIMES  
WITH MOYERS  
(9:09-9:39PM)  
(OP)(-OP)

CBS TUESDAY NIGHT MOVIES  
A PRIVATE BATTLE(R)  
(9:39-11:39PM)  
(OP)(-OP)

REAGAN NEWS  
CONF.-NBC  
(8:00-8:39PM)  
(SUS)

A TEAM  
(8:39-9:39PM)  
(R)(OP)(-OP)

REMINGTON STEELE  
(9:39-10:39PM)  
(R)(OP)(-OP)

ST. ELSEWHERE  
(10:39-11:39PM)  
(R)(OP)(-OP)

TOTAL AUDIENCE  
(Households (000) & %)

## ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

W

E

E

K

2

TOTAL AUDIENCE  
(Households (000) & %)

## CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE  
(Households (000) & %)

## NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

10,250  
12.3  
HALF HOUR COMEDY  
HOUR  
JOANIE LOVES  
CHACHI  
(R)

13,160  
15.8  
THREE'S COMPANY  
(R)

13,330  
16.0  
REGGIE SPECIAL  
(OP)

16,160  
19.4  
BARBARA WALTERS SUMMER SP

ON THE ROAD  
WITH KURALT  
OUR TIMES  
WITH MOYERS  
(OP)

CBS TUESDAY NIGHT MOVIES  
THE PROMISE

A TEAM  
(R)(OP)

REMINGTON STEELE  
(R)(OP)

ST. ELSEWHERE  
(R)

TV HOUSEHOLDS USING TV	WK. 1	46.7	46.5	46.5	47.9	49.7	51.1	52.1	54.2	55.6	58.0	58.7	57.6	55.8	54.7	54.3	52.6
(See Def. 1)	WK. 2	43.6	45.3	46.9	48.0	49.1	51.8	53.3	54.2	55.6	59.0	60.3	60.2	58.2	57.6	56.3	54.5

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45			
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					16,660 20.0	{					16,240 19.5	{					12,330 14.8	
	ABC TV	{					{					{					{			
	AVERAGE AUDIENCE (Households (000) & %)	{					11,580 13.9	12.4*		15.4*	13.8	13.9*		13.8*	8,750 10.5	10.7*		10.4*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR	{					29 1.9	27 *		31 *	25	25 *		25 *	19	19 *		20 *		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					17,080 20.5	{					{					{		
	CBS TV	{					{					{					{			
	AVERAGE AUDIENCE (Households (000) & %)	{					7,410 8.9	8.7*		6.5*		7.5*		9.4*		11.6*		11.9*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR	{					17 7.0	14 *		13 *		14 *		17 *		21 *		22 *		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					12,330 14.8	{					14,990 18.0	12,080 14.5	14,330 17.2	{				
	NBC TV	{					{					{					{			
	AVERAGE AUDIENCE (Households (000) & %)	{					8,580 10.3	10.1*		10.5*	12,660 15.2	9,830 11.8		10,330 12.4		12.1*		12.7*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR	{					21 9.6	22 *		21 *	28	21		23		22 *		24 *		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					14,080 16.9	{					11,330 13.6	{					10,660 12.8	
	ABC TV	{					{					{					{			
	AVERAGE AUDIENCE (Households (000) & %)	{					9,910 11.9	10.9*		12.8*	7,660 9.2	9.0*		9.5*	7,910 9.5	9.9*		9.2*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR	{					24 10.5	22 *		25 *	17	16 *		17 *	18	18 *		18 *		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					8,580 10.3	7,160 8.6		20,160 24.2	{					{				
	CBS TV	{					{					{					{			
	AVERAGE AUDIENCE (Households (000) & %)	{					7,000 8.4	6,330 7.6		10,830 13.0	9.9*		12.4*		14.3*		15.5*			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR	{					17 8.1	15 8.7		24 7.2	18 *		22 *		26 *		30 *			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					10,660 12.8	{					13,740 16.5	11,000 13.2	11,660 14.0	{				
	NBC TV	{					{					{					{			
	AVERAGE AUDIENCE (Households (000) & %)	{					6,910 8.3	7.5*		9.1*	11,500 13.8	9,000 10.8		8,660 10.4		10.3*		10.6*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR	{					17 7.4	15 *		18 *	25	19		20		19 *		20 *		
TV HOUSEHOLDS USING TV (See Def. 1)		WK 1	45.8	46.3	46.5	46.4	46.2	47.2	49.1	51.3	53.7	55.9	55.1	55.4	54.7	55.1	53.9	52.7		
		WK. 2	46.3	47.3	46.7	46.7	47.8	49.7	51.1	52.5	54.2	55.9	56.4	55.5	54.3	54.2	53.0	51.4		

U.S. TV Households. 83,300,000

For explanation of symbols, See page A

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE (Households (000) & %)		{		17,580 21.1		ABC THURSDAY NIGHT MOVIE SHOOTING STARS (OP)		17,410 20.9		20/20									
ABC TV																			
AVERAGE AUDIENCE (Households (000) & %)		{		9,500				13,160											
SHARE OF AUDIENCE %		{		11.4		11.2*		12.1*		15.8									
AVG. AUD. BY ¼ HR. %		{		22		22 *		22 *		30									
W				11.2		11.2		11.3		11.1									
E				11.2		11.0		11.5		12.7									
E				10.8		11.0		11.5		12.7									
K				11.2		11.0		11.5		12.7									
1				11.2		11.0		11.5		12.7									
TOTAL AUDIENCE (Households (000) & %)		{		18,160 21.8		15,910 19.1		12,990 15.6											
CBS TV				MAGNUM, P.I. (R)(OP)		SIMON & SIMON (R)		KNOTS LANDING (R)											
AVERAGE AUDIENCE (Households (000) & %)		{		13,240		12,580		9,080											
SHARE OF AUDIENCE %		{		15.9		15.1		10.9		10.3*									
AVG. AUD. BY ¼ HR. %		{		33		28		21		19 *									
W				14.3		14.0		10.2		10.4									
E				15.7		14.7		10.2		10.4									
E				16.8		14.7		10.2		10.4									
K				16.8		14.7		10.2		10.4									
1				16.8		14.7		10.2		10.4									
TOTAL AUDIENCE (Households (000) & %)		{		10,830 13.0		12,410 14.9		11,910 14.3		15,740 18.9									
NBC TV				FAME (R)(OP)		GINNIE A BREAK (R)		CHEERS (R)(OP)		HILL STREET BLUES (R)									
AVERAGE AUDIENCE (Households (000) & %)		{		7,660		10,830		10,660		11,910									
SHARE OF AUDIENCE %		{		9.2		13.0		12.8		14.3									
AVG. AUD. BY ¼ HR. %		{		19		25		23		27									
W				8.5		12.3		12.7		13.7									
E				8.9		13.7		12.7		14.5									
E				9.4		13.7		12.7		14.5									
K				9.4		13.7		12.7		14.5									
1				9.4		13.7		12.7		14.5									
TOTAL AUDIENCE (Households (000) & %)		{		10,160 12.2		9,660 11.6		10,580 12.7		11,410 13.7									
ABC TV				EYE ON HOLLYWOOD		100 CLOSE FOR COMFORT (R)		REGGIE		IT TAKES TWO (R)(OP)									
AVERAGE AUDIENCE (Households (000) & %)		{		8,410		7,660		8,910		9,910									
SHARE OF AUDIENCE %		{		10.1		9.2		10.7		11.9									
AVG. AUD. BY ¼ HR. %		{		21		19		20		21									
W				10.0		10.3		10.2		11.2									
E				10.3		8.7		10.2		11.2									
E				8.7		9.7		10.2		11.2									
K				8.7		9.7		10.2		11.2									
1				8.7		9.7		10.2		11.2									
TOTAL AUDIENCE (Households (000) & %)		{		16,330 19.8		15,990 19.2		12,080 14.5											
CBS TV				MAGNUM, P.I. (R)(OP)		SIMON & SIMON (R)		KNOTS LANDING (R)											
AVERAGE AUDIENCE (Households (000) & %)		{		12,580		12,500		8,750											
SHARE OF AUDIENCE %		{		15.1		15.0		10.5		10.5*									
AVG. AUD. BY ¼ HR. %		{		31		27		19		19 *									
W				14.2		14.1		10.7		10.3									
E				15.0		15.0		10.7		10.3									
E				15.4		15.0		10.7		10.3									
K				15.4		15.0		10.7		10.3									
1				15.4		15.0		10.7		10.3									
TOTAL AUDIENCE (Households (000) & %)		{		10,500 12.6		11,250 13.5		10,660 12.8		16,490 19.8									
NBC TV				FAME (R)(OP)		GINNIE A BREAK (R)		GIRL'S LIFE (OP)		HILL STREET BLUES (R)									
AVERAGE AUDIENCE (Households (000) & %)		{		7,160		9,830		9,160		12,910									
SHARE OF AUDIENCE %		{		8.6		11.8		11.0		15.5									
AVG. AUD. BY ¼ HR. %		{		18		22		19		28									
W				8.4		11.3		11.0		14.7									
E				8.6		12.4		11.0		15.6									
E				8.8		12.4		11.0		15.6									
K				8.8		12.4		11.0		15.6									
1				8.8		12.4		11.0		15.6									
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1 WK. 2		45.8 45.6	45.6 45.6	46.0 45.5	47.3 46.2	46.9 46.9	48.4 47.7	49.4 49.1	50.7 50.1	51.6 52.1	52.9 55.1	54.1 56.1	56.1 57.1	53.9 56.3	53.4 55.5	52.8 54.7	51.6 52.6



TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE (Households (000) & %)		{		11,500 13.8		10,410 12.5		14,910 17.9		ABC FRIDAY NIGHT MOVIE GOLDEN GATE (R)(OP)								
ABC TV		{		BENSON (R)		ABC COMEDY SPECIAL												
AVERAGE AUDIENCE (Households (000) & %)		{		9,580 11.5		8,750 10.5		8,160 9.8		10.1*		10.1*		9.7*		9.6*		
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{		25 10.6		22 10.4		20 10.2		21 *		20 *		20 *		20 *		
TOTAL AUDIENCE (Households (000) & %)		{		14,660 17.6		12,660 15.2		10,250 12.3		DALLAS (R)								
CBS TV		{		DUKES OF HAZZARD (R)(OP)		FALCON CREST (R)												
AVERAGE AUDIENCE (Households (000) & %)		{		10,080 12.1		8,750 10.5		7,830 9.4		10.7*		9.4*		9.4*		9.4*		
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{		26 10.9		21 10.4		19 9.2		21 *		19 *		19 *		19 *		
TOTAL AUDIENCE (Households (000) & %)		{		9,160 11.0		15,490 18.6		EISCHIED (R)										
NBC TV		{		POWERS OF MATTHEW STAR (R)(OP)		FALCON CREST (R)												
AVERAGE AUDIENCE (Households (000) & %)		{		6,080 7.3		9,910 11.9		11.2*		12.5*		13.4*		13.4*		13.4*		
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{		15 7.2		24 10.2		22 *		26 *		27 *		27 *		27 *		
TOTAL AUDIENCE (Households (000) & %)		{		10,080 12.1		8,830 10.6		8,660 10.4		6,410 7.7		ABC NEWS CLOSEUP WATER, A CLEAR AND PRESENT DANGER						
ABC TV		{		BENSON (R)		ABC COMEDY SPECIAL		FEEL THE HEAT (OP)										
AVERAGE AUDIENCE (Households (000) & %)		{		8,500 10.2		7,750 9.3		5,660 6.8		4,250 5.1		5.3*		4.9*		4.9*		
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{		23 9.9		20 9.4		14 7.5		13 *		11 *		10 *		10 *		
TOTAL AUDIENCE (Households (000) & %)		{		13,990 16.8		11,830 14.2		11,080 13.3		DALLAS (R)								
CBS TV		{		DUKES OF HAZZARD (R)(OP)		FALCON CREST (R)												
AVERAGE AUDIENCE (Households (000) & %)		{		9,660 11.6		8,500 10.2		8,660 10.4		10.4*		10.3*		10.4*		10.4*		
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{		25 10.6		21 9.9		20 *		21 *		22 *		22 *		22 *		
TOTAL AUDIENCE (Households (000) & %)		{		9,410 11.3		15,990 19.2		15,410 18.5		KNIGHT RIDER (R)								
NBC TV		{		POWERS OF MATTHEW STAR (R)(OP)		EISCHIED (R)												
AVERAGE AUDIENCE (Households (000) & %)		{		6,660 8.0		12,330 14.8		15.5*		14.8		14.4*		15.3*		15.3*		
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{		18 7.5		30 13.1		31 *		32		31 *		33 *		33 *		
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	43.8	44.3	43.3	44.2	45.1	47.5	47.4	48.8	48.7	49.2	50.4	50.4	49.1	48.9	49.1	49.0
		WK. 2	43.4	43.8	42.7	44.2	44.0	45.5	46.2	47.2	48.4	49.7	49.4	49.1	47.2	46.9	46.9	46.6

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

EVE.FRI. AUG. 5, 1983

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. JULY 30, 1983

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE (Households (000) & %)		10,910 13.1				16,580 19.9				16,330 19.6			
ABC TV		T.J. HOOKER (R)(OP)				LOVE BOAT (R)(OP)				FANTASY ISLAND (R)			
AVERAGE AUDIENCE (Households (000) & %)		7,830 9.4				12,330 14.8				12,080 14.5			
SHARE OF AUDIENCE %		22 7.9				31 12.9				30 14.5			
AVG. AUD. BY ¼ HR.		8.4 8.9				10.4 10.7				14.5 14.5			
TOTAL AUDIENCE (Households (000) & %)		8,830 10.6				15,240 18.3							
CBS TV		WALT DISNEY THE SKY TRAP, PART 1 (R)(OP)				CBS SAT. NIGHT MOVIE MOLOCAUST 2000							
AVERAGE AUDIENCE (Households (000) & %)		5,830 7.0				8,910 10.7							
SHARE OF AUDIENCE %		17 7.1				22 9.0							
AVG. AUD. BY ¼ HR.		6.8 6.5				9.2 9.4							
TOTAL AUDIENCE (Households (000) & %)		11,410 13.7				9,580 11.5				9,660 11.6			
NBC TV		DIFF'RENT STROKES-SAT. (R)				SILVER SPOONS (R)(OP)				QUINCY, M.E. (R)(OP)			
AVERAGE AUDIENCE (Households (000) & %)		9,410 11.3				9,910 11.9				5,910 7.1			
SHARE OF AUDIENCE %		28 10.2				27 12.0				15 6.9			
AVG. AUD. BY ¼ HR.		12.4 12.0				11.8 11.8				7.0 7.2			
TOTAL AUDIENCE (Households (000) & %)		17,660 21.2				13,240 15.9							
ABC TV						LOVE BOAT (R)(OP)				FANTASY ISLAND (R)			
AVERAGE AUDIENCE (Households (000) & %)		9,330 11.2				9,910 11.9				12,220 14.5			
SHARE OF AUDIENCE %		25 8.0				26 11.3				27 12.1			
AVG. AUD. BY ¼ HR.		8.6 9.3				10.3 10.5				12.2 12.3			
TOTAL AUDIENCE (Households (000) & %)		9,330 11.2				13,240 15.9							
CBS TV		WALT DISNEY THE SKY TRAP, PART 2 (R)(OP)				CBS SAT. NIGHT MOVIE MAN BEAST MYTH OR MONSTER							
AVERAGE AUDIENCE (Households (000) & %)		5,830 7.0				6,500 7.8				8,330 10.1			
SHARE OF AUDIENCE %		16 6.5				17 6.7				18 8.5			
AVG. AUD. BY ¼ HR.		6.4 6.4				7.6 8.0				8.3 8.6			
TOTAL AUDIENCE (Households (000) & %)		8,330 10.0				9,000 10.8				8,660 10.4			
NBC TV		DIFF'RENT STROKES-SAT. (R)				SILVER SPOONS (R)(OP)				QUINCY, M.E. (R)(OP)			
AVERAGE AUDIENCE (Households (000) & %)		6,750 8.1				6,580 7.9				5,500 6.6			
SHARE OF AUDIENCE %		20 7.4				18 7.7				14 6.5			
AVG. AUD. BY ¼ HR.		8.7 8.7				8.6 8.6				7.1 7.1			

TV HOUSEHOLDS USING TV WK 1	38.0	38.9	39.3	39.5	40.3	41.3	43.2	44.7	46.2	47.4	48.6	49.2	48.5	49.3	48.6	47.9
(See Def. 1) WK. 2	38.4	39.4	39.9	40.4	41.1	41.6	42.5	44.7	46.3	47.7	48.5	48.8	47.7	47.1	45.5	44.3

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

EVE.SAT. AUG. 6, 1983

TIME	11 00	11 15	11 30	11 45	12 00	12 15	12 30	12 45	1 00	1 15	1 30	1 45	2 00	2 15	2 30	2 45
------	-------	-------	-------	-------	-------	-------	-------	-------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE { 3,500  
Households (000) & % { 4.2

**ABC TV**

ABC  
WEEKEND  
REPORT  
SAT

AVERAGE AUDIENCE { 3,420  
(Households (000) & % { 4.1  
SHARE OF AUDIENCE % 9  
AVG. AUD. BY ¼ HR. % 4.1

W

E

E

K

1

TOTAL AUDIENCE {  
(Households (000) & % {

**CBS TV**

AVERAGE AUDIENCE {  
(Households (000) & % {  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE {  
(Households (000) & % {

10,250  
12.3

**NBC TV**

AVERAGE AUDIENCE {  
(Households (000) & % {  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

5,330

6.4	7.3*		6.1*		5.5*
20	20 *		20 *		20 *
7.7	6.9	6.2	5.9	5.5	5.3

TWILIGHT THEATRE II  
(11:30-12:50AM)  
(SUSPAINING 12:50-1:00AM)

TOTAL AUDIENCE {  
(Households (000) & % {

2,830  
3.4

**ABC TV**

ABC  
WEEKEND  
REPORT-  
SAT

AVERAGE AUDIENCE {  
(Households (000) & % {  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

2,830  
3.4  
8  
3.4

W

E

E

K

2

TOTAL AUDIENCE {  
(Households (000) & % {

**CBS TV**

AVERAGE AUDIENCE {  
(Households (000) & % {  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE {  
(Households (000) & % {

8,500  
10.2

**NBC TV**

AVERAGE AUDIENCE {  
(Households (000) & % {  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

4,660

5.6	6.1*		5.4*		
19	18 *		19 *		
6.4	5.9	5.8	5.0	4.9	5.0

SATURDAY NIGHT  
(11:30-12:46AM)  
(SUSPAINING 12:46-1:00AM)

TV HOUSEHOLDS USING TV WK 1  
(See Def. 1) WK. 2

45.4	41.9	37.6	34.4	31.4	29.5	27.4	25.5	22.0	19.7	17.0	15.4	13.9	12.5	10.8	9.8
42.0	39.7	34.8	32.2	29.9	28.1	25.7	23.5	20.8	19.0	16.7	14.3	11.9	10.0	9.2	8.1

U.S. TV Households: 83,300,000

For explanation of symbols, See page A

EVE.SAT. AUG. 6, 1983

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. JULY 31, 1983

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE (Households (000) & %)		{ 11,500 13.8		{ 14,740 17.7		{ 18,490 22.2																	
ABC TV		RIPLEY'S BELIEVE IT-NOT (R)				MATT HOUSTON (R)(OP)				ABC SUNDAY NIGHT MOVIE ASSAULT FORCE (R)(OP)													
AVERAGE AUDIENCE (Households (000) & %)		{ 7,250 8.7		{ 10,160 12.2		{ 10,250 12.3		{ 11.7* 22		{ 12.1* 21		{ 12.6* 22		{ 13.0* 24									
SHARE OF AUDIENCE %		{ 19		{ 24		{ 26		{ 21		{ 21		{ 22		{ 24									
AVG AUD BY ¼ HR %		{ 7.7		{ 10.7		{ 12.0		{ 11.3		{ 12.0		{ 12.6		{ 13.2									
TOTAL AUDIENCE (Households (000) & %)		{ 20,580 24.7		{ 12,740 15.3		{ 16,490 19.8		{ 18,080 21.7		{ 17,330 20.8		{ 18,910 22.7		{ 19,000 23.0									
CBS TV		CANADIAN OPEN GOLF-SUN (4:30-7:29PM) (R)(OP)				60 MINUTES (7:29-8:29PM) (R)(OP) (-OP)				ALICE (8:29-8:59PM) (R)(OP) (-OP)		ONE DAY AT A TIME (8:59-9:29PM) (R)(OP) (-OP)		JEFFERSONS (9:29-9:59PM) (R)(OP) (-OP)		NEWHART (9:59-10:29PM) (R)(OP) (-OP)		TRAPPER JOHN, M.D. (10:29-11:29PM) (R)(OP)					
AVERAGE AUDIENCE (Households (000) & %)		{ 13,910 16.7		{ 16.0* 19.4		{ 11,080 13.3		{ 14,490 17.4		{ 15,910 19.1		{ 15,580 18.7		{ 13,330 16.0		{ 15.9* 19.4							
SHARE OF AUDIENCE %		{ 36		{ 35		{ 26		{ 32		{ 33		{ 32		{ 31		{ 29							
AVG AUD BY ¼ HR %		{ 12.6		{ 14.1		{ 15.1		{ 17.0		{ 18.4		{ 13.7		{ 12.9		{ 14.3		{ 16.1					
TOTAL AUDIENCE (Households (000) & %)		{ 8,410 10.1		{ 11,910 14.3		{ 21,490 25.8																	
NBC TV		VOYAGERS (R)				LOWE STAR (OP)				NBC SUNDAY NIGHT MOVIE HUNT TO KILL													
AVERAGE AUDIENCE (Households (000) & %)		{ 5,910 7.1		{ 6.9* 8.4		{ 7.3* 8.9		{ 10.0 12.2		{ 9.3* 11.2		{ 10.6* 12.8		{ 16.0 19.4		{ 14.0* 17.0		{ 15.6* 18.8		{ 17.3* 21.1		{ 17.1* 20.8	
SHARE OF AUDIENCE %		{ 16		{ 15		{ 16		{ 20		{ 19		{ 21		{ 25		{ 27		{ 30		{ 32			
AVG AUD BY ¼ HR %		{ 6.7		{ 7.1		{ 7.5		{ 7.1		{ 8.7		{ 9.9		{ 10.3		{ 10.9		{ 13.0		{ 15.0		{ 15.6	
TOTAL AUDIENCE (Households (000) & %)		{ 6,830 8.2		{ 7,410 8.9		{ 11,500 13.8		{ 18,580 22.3															
ABC TV		GRINCH/CAT IN THE HAT (R)				BANJO WOODPILE CAT (R)				MATT HOUSTON (R)(OP)				ABC SUNDAY NIGHT MOVIE THE PRANKS JOB (R)(OP)									
AVERAGE AUDIENCE (Households (000) & %)		{ 5,330 6.4		{ 6,330 7.6		{ 8,000 9.6		{ 10,160 12.2		{ 10.6* 12.8		{ 11.4* 13.8		{ 12.3* 15.1		{ 12.8* 15.8		{ 12.3* 15.1		{ 12.3* 15.1			
SHARE OF AUDIENCE %		{ 15		{ 17		{ 20		{ 18		{ 21		{ 21		{ 22		{ 24		{ 24		{ 24			
AVG AUD BY ¼ HR %		{ 6.3		{ 6.5		{ 7.2		{ 8.0		{ 8.1		{ 8.9		{ 10.0		{ 11.2		{ 11.7		{ 11.2		{ 11.7	
TOTAL AUDIENCE (Households (000) & %)		{ 13,410 16.1		{ 13,660 16.4		{ 16,160 19.4		{ 15,830 19.0		{ 18,830 22.6													
CBS TV		60 MINUTES (R)				ALICE (R)				ONE DAY AT A TIME (R)(OP)		JEFFERSONS (R)		NEWHART (R)		TRAPPER JOHN, M.D. (R)							
AVERAGE AUDIENCE (Households (000) & %)		{ 14,130 17.0		{ 18.0* 21.6		{ 11,250 13.5		{ 12,500 15.0		{ 14,240 17.1		{ 14,080 16.9		{ 13,910 16.7		{ 16.5* 20.1		{ 16.9* 20.5		{ 16.9* 20.5			
SHARE OF AUDIENCE %		{ 40		{ 40		{ 29		{ 30		{ 32		{ 31		{ 32		{ 31		{ 33		{ 33			
AVG AUD BY ¼ HR %		{ 16.6		{ 18.8		{ 18.7		{ 17.4		{ 13.1		{ 13.9		{ 14.5		{ 15.5		{ 16.5		{ 17.8		{ 16.5	
TOTAL AUDIENCE (Households (000) & %)		{ 6,830 8.2		{ 18,990 22.8																			
NBC TV		JUST A LITTLE MORE LOVE				NBC SUNDAY NIGHT MOVIE ALL THE PRESIDENT'S MEN (R)(OP)																	
AVERAGE AUDIENCE (Households (000) & %)		{ 4,660 5.6		{ 5.0* 6.1		{ 10,000 12.0		{ 11.6* 14.1		{ 11.8* 14.4		{ 11.7* 14.3		{ 11.9* 14.5		{ 12.9* 15.8		{ 12.0* 14.8		{ 12.0* 14.8			
SHARE OF AUDIENCE %		{ 13		{ 12		{ 14		{ 23		{ 25		{ 23		{ 22		{ 24		{ 24		{ 23			
AVG AUD BY ¼ HR %		{ 4.9		{ 5.1		{ 5.6		{ 6.6		{ 11.7		{ 11.4		{ 11.6		{ 11.9		{ 11.8		{ 11.6		{ 12.1	
TV HOUSEHOLDS USING TV WK 1		45.2	45.6	45.3	46.8	48.1	49.3	50.4	52.4	54.6	56.6	57.4	57.9	56.9	56.8	54.8	53.0						
(See Def. 1) WK. 2		42.5	44.2	44.8	45.3	45.4	47.5	49.5	52.1	53.4	54.4	54.9	55.5	53.7	52.9	51.5	50.7						

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

EVE.SUN. AUG. 7, 1983



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. JULY 31, 1983

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
------	-------	-------	-------	-------	-------	-------	-------	-------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE { 3,670  
(Households (000) & %) 4.4

ABC TV

ABC  
WEEKEND  
REPORT-  
SUN

AVERAGE AUDIENCE { 3,670  
(Households (000) & %) 4.4

SHARE OF AUDIENCE % 10  
AVG AUD. BY ¼ HR % 4.4

W

E

TOTAL AUDIENCE { 4,170  
(Households (000) & %) 5.0

E

CBS TV

(1) CBS SUNDAY  
(R)(OP) NEWS-OSGOOD  
(-OP) (11:29-11:44)  
(OP)

AVERAGE AUDIENCE { 3,920  
(Households (000) & %) 4.7

K

SHARE OF AUDIENCE % 13  
AVG AUD. BY ¼ HR % 16.5 5.0 4.7

1

TOTAL AUDIENCE { 2,670  
(Households (000) & %) 3.2

NBC TV

← NBC LATE NIGHT MOVIE →  
CARELESS (R)  
11:30-12:14AM  
(SUSSTAINING 12:14-1:30AM)

AVERAGE AUDIENCE { 1,830  
(Households (000) & %) 2.2 2.3\*

SHARE OF AUDIENCE % 7 7\*  
AVG AUD. BY ¼ HR % 2.4 2.3 2.0

TOTAL AUDIENCE { 2,750  
(Households (000) & %) 3.3

ABC TV

ABC  
WEEKEND  
REPORT-  
SUN

AVERAGE AUDIENCE { 2,670  
(Households (000) & %) 3.2

W

SHARE OF AUDIENCE % 7  
AVG AUD. BY ¼ HR % 3.2

E

TOTAL AUDIENCE { 4,580  
(Households (000) & %) 5.5

E

CBS TV

CBS  
SUNDAY  
NEWS  
OSGOOD

AVERAGE AUDIENCE { 4,500  
(Households (000) & %) 5.4

K

SHARE OF AUDIENCE % 12  
AVG AUD. BY ¼ HR % 5.4

2

TOTAL AUDIENCE { 2,000  
(Households (000) & %) 2.4

NBC TV

← NBC LATE NIGHT MOVIE →  
GETTING AWAY WITH MURDER(R)  
(11:30-12:00AM)  
(SUSSTAINING 12:00-1:30AM)

AVERAGE AUDIENCE { 1,330  
(Households (000) & %) 1.6 1.7\*

SHARE OF AUDIENCE % 5 5\*  
AVG AUD. BY ¼ HR % 1.9 1.5 1.5

TV HOUSEHOLDS USING TV	WK 1	47.3	43.5	35.7	32.3	28.4	25.6	21.7	19.6	17.0	14.5	12.2	10.8	9.4	8.2	6.7	6.1
(See Def. 1)	WK 2	44.7	40.0	34.1	30.2	26.4	23.3	20.0	17.8	15.6	14.3	12.5	10.2	8.1	7.5	6.6	5.4

U.S. TV Households 83,300,000  
(1) TRAPPER JOHN, M.D., CBS, (10:29-11:29PM)

For explanation of symbols, See page A

EVE.SUN. AUG.7, 1983

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JULY 25 29, 1983

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

	3,920	4.7	4,830	5.8
← GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING) →			← GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING) →	
	3,080	3.7	4,000	4.8
	25		24	
	3.6	3.8	4.8	4.9

W

E

E

K

1

TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

	3,250	3.9	3,080	3.7	4,250	5.1	4,080	4.9
	CBS MORNING NEWS 1		CBS MORNING NEWS 2		\$25,000 PYRAMID		CHILD'S PLAY	
	2,750	3.3	2,580	3.1	3,500	4.2	3,250	3.9
	22		15		19		17	
	3.2	3.3	3.1	3.2	4.1	4.4	3.9	4.1

TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

	2,920	3.5	3,830	4.6	5,660	6.8	5,580	6.7
← TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING) →			← TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING) →		DIFF'RENT STROKES M-F		SALE OF THE CENTURY	
	2,420	2.9	3,170	3.8	4,750	5.7	4,750	5.7
	19		19		25		25	
	2.8	2.9	3.7	3.9	5.2	6.1	5.5	5.8

TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

	3,670	4.4	4,910	5.9
← GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING) →			← GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING) →	
	2,830	3.4	4,000	4.8
	23		24	
	3.3	3.5	4.8	4.8

W

E

E

K

2

TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

	3,330	4.0	3,580	4.3	4,330	5.2	4,330	5.2
	CBS MORNING NEWS 1		CBS MORNING NEWS 2		\$25,000 PYRAMID		CHILD'S PLAY	
	2,750	3.3	2,920	3.5	3,580	4.3	3,500	4.2
	23		17		14		17	
	3.3	3.3	3.5	3.5	4.1	4.4	4.0	4.5

TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

	2,830	3.4	3,500	4.2	5,830	7.0	5,500	6.6
← TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING) →			← TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING) →		DIFF'RENT STROKES M-F		SALE OF THE CENTURY	
	2,170	2.6	2,920	3.5	4,830	5.8	4,580	5.5
	18		17		25		23	
	2.6	2.7	3.5	3.5	5.4	6.2	5.4	5.6

TV HOUSEHOLDS USING TV WK  
(See Def 1) WK 2

8.6	10.2	11.6	12.8	14.2	16.2	18.1	19.1	20.1	21.2	21.4	22.1	22.2	23.1	22.8	23.2
8.8	10.3	11.7	12.8	14.5	16.5	17.6	18.4	19.4	20.9	21.9	22.6	22.8	23.6	23.7	24.6

U.S. TV Households 83,300,000

For explanation of symbols, See page A

DAY MON.-FRI. AUG 1-5, 1983

		TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	4,250 5.1		3,750 4.5		4,830 5.8		4,910 5.9		10,250 12.9				8,500 10.2			
	ABC TV		TOO CLOSE- COMFORT DAYTIME		LOVING		FAMILY FEUD		RYAN'S HOPE		ALL MY CHILDREN (OP)				ONE LIFE TO LIVE			
	AVERAGE AUDIENCE (Households (000) & %)	{	3,420 4.1		3,080 3.7		4,000 4.8		4,170 5.0		7,830 9.4				6,160 7.4			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	17 3.8		15 4.4		8 3.6		18 5.2		30 8.4		8.9* 9.4		25 7.6		25* 7.3	25* 7.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	6,410 7.7		9,250 11.1				9,560 11.5				8,080 9.7				5,910 7.1	
	CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (OP)				YOUNG AND THE RESTLESS				AS THE WORLD TURNS				CAPITOL	
	AVERAGE AUDIENCE (Households (000) & %)	{	5,250 6.3		7,750 9.3				6,910 8.3				6,330 7.6				5,410 6.5	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	27 5.8		37 6.9				30 8.2		8.4* 8.5		24 7.5		23* 7.4		26* 7.8	22 6.5
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	7,000 8.4		5,250 6.3		4,660 5.6		3,560 4.3		7,160 8.6				6,660 8.0			
	NBC TV		WHEEL OF FORTUNE		DREAM HOUSE		FACTS OF LIFE M-F		SEARCH FOR TOMORROW		DAYS OF OUR LIVES				ANOTHER WORLD			
	AVERAGE AUDIENCE (Households (000) & %)	{	6,000 7.2		4,500 5.4		3,920 4.7		2,830 3.4		5,330 6.4				5,160 6.2			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	30 7.3		21 7.1		17 5.3		12 4.5		20 5.9		20* 6.2		21* 6.8		20* 6.2	21* 6.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	4,830 5.8		3,750 4.5		4,830 5.8		5,160 6.2		10,500 12.6				8,660 10.4			
	ABC TV		TOO CLOSE- COMFORT DAYTIME		LOVING		FAMILY FEUD		RYAN'S HOPE		ALL MY CHILDREN (OP)				ONE LIFE TO LIVE			
	AVERAGE AUDIENCE (Households (000) & %)	{	3,830 4.6		3,170 3.8		3,920 4.7		4,330 5.2		7,750 9.3				6,500 7.8			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	18 4.5		15 4.8		17 3.8		19 5.0		30 8.2		8.7* 9.1		26 7.6		25* 7.8	27* 7.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	6,910 8.3		9,500 11.4				9,830 11.8				8,080 9.7				5,660 6.8	
	CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (OP)				YOUNG AND THE RESTLESS				AS THE WORLD TURNS				CAPITOL	
	AVERAGE AUDIENCE (Households (000) & %)	{	5,750 6.9		8,160 9.8				7,330 8.8				6,250 7.5				5,080 6.1	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	27 6.5		38 7.4				32 8.6		31* 9.0		24 7.5		23* 7.4		25* 7.5	21 6.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	7,250 8.7		5,080 6.1		5,000 6.0		3,500 4.2		6,830 8.2				6,160 7.4			
	NBC TV		WHEEL OF FORTUNE		DREAM HOUSE		FACTS OF LIFE M-F		SEARCH FOR TOMORROW		DAYS OF OUR LIVES				ANOTHER WORLD			
	AVERAGE AUDIENCE (Households (000) & %)	{	6,410 7.7		4,500 5.4		4,330 5.2		2,920 3.5		5,250 6.3				4,750 5.7			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	30 7.7		21 7.7		19 5.4		13 5.0		20 5.9		20* 6.1		21* 6.8		19* 5.9	19* 5.5
TV HOUSEHOLDS USING TV		WK 1	23.3	24.6	25.2	26.3	27.5	28.6	27.9	28.8	30.1	31.0	31.3	31.3	30.1	30.2	29.4	29.6
(See Def. 1)		WK 2	24.8	25.6	26.0	26.8	27.6	28.9	28.4	29.1	30.1	30.9	30.9	31.0	29.9	30.4	29.3	29.9

U.S. TV Households: 83,300,000

For explanation of symbols, See page A

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 10,080 12.1				{ 3,250 3.9				{ 8,330 10.0			
	ABC TV	GENERAL HOSPITAL				EDGE OF NIGHT				ABC WORLD NEWS TONIGHT			
	AVERAGE AUDIENCE (Households (000) & %)	{ 8,160 9.8				{ 2,750 3.3				{ 7,160 8.6			
	SHARE OF AUDIENCE AVG AUD BY 1/4 HR	{ 32 9.2				{ 11 3.5				{ 19 8.5			
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 7,500 9.0				{ 3,420 4.1				{ 10,750 12.9			
	CBS TV	GUIDING LIGHT (OP)				TATTLETALES				CBS EVENING NEWS- RATHER			
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,160 7.4				{ 2,830 3.4				{ 9,160 11.0			
	SHARE OF AUDIENCE AVG AUD BY 1/4 HR	{ 24 7.3				{ 11 3.3				{ 24 10.9			
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 4,410 5.9				{ 8,580 10.3				{ 8,580 10.3			
	NBC TV	FANTASY								NBC NIGHTLY NEWS			
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,500 4.2				{ 7,250 8.7				{ 7,250 8.7			
	SHARE OF AUDIENCE AVG AUD BY 1/4 HR	{ 14 4.0				{ 19 8.6				{ 19 8.6			

W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 10,000 12.0				{ 3,500 4.2				{ 8,410 10.1			
	ABC TV	GENERAL HOSPITAL				EDGE OF NIGHT				ABC WORLD NEWS TONIGHT			
	AVERAGE AUDIENCE (Households (000) & %)	{ 8,000 9.6				{ 3,000 3.6				{ 7,250 8.7			
	SHARE OF AUDIENCE AVG AUD BY 1/4 HR	{ 31 9.0				{ 12 3.7				{ 20 8.5			
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 7,580 9.1				{ 3,670 4.4				{ 10,660 12.8			
	CBS TV	GUIDING LIGHT (OP)				TATTLETALES				CBS EVENING NEWS- RATHER			
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,160 7.4				{ 3,080 3.7				{ 9,250 11.1			
	SHARE OF AUDIENCE AVG AUD BY 1/4 HR	{ 24 7.2				{ 12 3.6				{ 25 11.0			
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 8,410 10.1				{ 8,410 10.1				{ 8,410 10.1			
	NBC TV	(S)(OP)								NBC NIGHTLY NEWS			
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,250 8.7				{ 7,250 8.7				{ 7,250 8.7			
	SHARE OF AUDIENCE AVG AUD BY 1/4 HR	{ 19 8.6				{ 19 8.6				{ 19 8.6			

TV HOUSEHOLDS USING TV	WK 1	29.7	31.0	31.6	31.8	30.3	31.1	31.6	32.8	34.2	35.9	37.2	39.6	42.1	43.6	44.2	45.5
(See Def 1)	WK 2	29.9	30.8	31.4	31.7	30.4	31.0	31.5	32.6	33.7	35.8	37.2	39.4	41.5	43.0	43.5	44.5

U.S. TV Households 83,300,000

For explanation of symbols, See page A.



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JULY 30, 1983

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					1,920 2.3 SUPERFRIENDS (OP)		3,420 4.1 PAC MAN/RASCALS/ RICHIE 1		4,170 5.0 PAC MAN/RASCALS/ RICHIE-2		4,580 5.5 PAC MAN/RASCALS/ RICHIE-3		3,670 4.4 SCOOBY DOO/PUPPY DOO/PUPPY HOUR-1		5,160 6.2 SCOOBY DOO/PUPPY DOO/PUPPY HOUR 2 (OP)	
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)					1,500 1.8 19		2,500 3.0 23		3,500 4.2 25		3,750 4.5 23		3,170 3.8 17		4,250 5.1 22	
	SHARE OF AUDIENCE % AVG. AUD BY ¼ HR					1.7	2.0	2.7	3.2	4.1	4.3	4.5	4.5	3.6	4.0	5.1	5.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	1,330 1.6	CAPTAIN KANGAROO-SAT					1,670 2.0 POPEYE/OLIVE COMEDY SHOW (OP)		2,580 3.1 PANDAMONIUM (OP)		2,500 3.0 MEATBALL & SPAGHETTI (OP)		3,500 4.2 BUGS BUNNY/ROAD RUNNER 1 (OP)		5,000 6.0 BUGS BUNNY/ROAD RUNNER 2	
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	670 .8 14						1,250 1.5 16		2,250 2.7 21		2,080 2.5 15		2,580 3.1 16		4,080 4.9 22	
	SHARE OF AUDIENCE % AVG. AUD BY ¼ HR	.6	.6*	12*	.9	1.1*	1.7	1.3	2.8	2.5	2.4	2.8	3.5	4.7	5.0	4.5	4.0
W E E K 3	TOTAL AUDIENCE (Households (000) & %)					2,420 2.9 FLINTSTONE FUNNIES (OP)		3,580 4.3 SHIRT TALES (OP)		5,080 6.1 SMURFS I		6,500 7.8 SMURFS II		7,080 8.5 SMURFS III (OP)		5,750 6.9 GARY COLEMAN SHOW (OP)	
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)					1,750 2.1 23		2,830 3.4 26		4,080 4.9 29		5,410 6.5 33		6,080 7.3 33		4,830 5.8 26	
	SHARE OF AUDIENCE % AVG. AUD BY ¼ HR					1.8	2.5	3.0	3.9	4.5	5.3	6.3	6.6	7.4	7.1	5.8	5.8
W E E K 4	TOTAL AUDIENCE (Households (000) & %)					2,420 2.9 SUPERFRIENDS (OP)		3,580 4.3 PAC MAN/RASCALS/ RICHIE-1		4,250 5.1 PAC MAN/RASCALS/ RICHIE-2		4,750 5.7 PAC MAN/RASCALS/ RICHIE-3		5,000 6.0 SCOOBY DOO/PUPPY DOO/PUPPY HOUR-1		5,500 6.6 SCOOBY DOO/PUPPY DOO/PUPPY HOUR-2 (OP)	
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)					1,830 2.2 22		2,750 3.3 24		3,580 4.3 25		3,920 4.7 25		4,000 4.8 23		4,500 5.4 24	
	SHARE OF AUDIENCE % AVG. AUD BY ¼ HR					1.7	2.6	3.2	3.5	4.2	4.4	4.5	4.8	4.8	4.8	5.6	5.3
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	1,870 2.0	CAPTAIN KANGAROO SAT					1,830 2.2 POPEYE/OLIVE COMEDY SHOW (OP)		1,920 2.3 PANDAMONIUM (OP)		2,500 3.0 MEATBALL & SPAGHETTI (OP)		3,330 4.0 BUGS BUNNY/ROAD RUNNER 1 (OP)		3,750 4.5 BUGS BUNNY/ROAD RUNNER 2	
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	1,000 1.0 10						1,420 1.7 17		1,500 1.8 13		1,920 2.3 13		2,670 3.2 17		3,000 3.6 17	
	SHARE OF AUDIENCE % AVG. AUD BY ¼ HR	.8	.8*	10*	1.3	1.4*	1.4	1.5	1.9	1.7	2.0	2.1	2.6	2.9	3.5	3.7	3.8
W E E K 6	TOTAL AUDIENCE (Households (000) & %)					2,330 2.8 FLINTSTONE FUNNIES (OP)		3,420 4.1 SHIRT TALES (OP)		5,000 6.0 SMURFS I		5,500 6.6 SMURFS II		5,000 6.0 SMURFS III (OP)		4,000 4.8 GARY COLEMAN SHOW (OP)	
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)					2,000 2.4 24		2,750 3.3 24		4,080 4.9 28		4,410 5.3 28		4,250 5.1 25		3,420 4.1 19	
	SHARE OF AUDIENCE % AVG. AUD BY ¼ HR					2.1	2.6	3.2	3.5	4.5	5.3	5.5	5.2	5.0	5.1	4.1	4.1

TV HOUSEHOLDS USING TV WK. 1	5.1	5.8	6.6	7.4	8.2	9.0	10.9	12.6	14.8	16.6	18.5	19.8	20.7	22.8	23.6	23.7	23.7
(See Def. 1) WK. 2	5.3	6.5	7.0	7.9	8.8	9.7	11.4	13.6	15.2	17.5	18.9	19.7	20.4	21.0	21.6	22.4	22.2

U.S. TV Households: 83,300,000

For explanation of symbols, See page A

DAY SAT. AUG. 6, 1983

DAY SAT. AUG. 6, 1983

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
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TOTAL AUDIENCE  
(Households (000) & %)

## ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE  
AVG. AUD. BY 1/4 HR.

W

E

E

K

I

TOTAL AUDIENCE  
(Households (000) & %)

## CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE  
AVG. AUD. BY 1/4 HR.

TOTAL AUDIENCE  
(Households (000) & %)

## NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE  
AVG. AUD. BY 1/4 HR.

ABC WIDE WORLD-SPORTS SAT  
(2:00-4:55PM)  
(-OP)

U.S. WOMENS OPEN GOLF-SAT  
(4:55-6:30PM)  
(OP)

CANADIAN OPEN GOLF-SAT

NBC MAJOR LEAGUE BASEBALL  
KANSAS CITY VS DETROIT  
MILWAUKEE VS BOSTON  
MULTI-SEGMENT TELECAST

NBC NIGHTLY NEWS-SAT.

TOTAL AUDIENCE  
(Households (000) & %)

## ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE  
AVG. AUD. BY 1/4 HR.

W

E

E

K

2

TOTAL AUDIENCE  
(Households (000) & %)

## CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE  
AVG. AUD. BY 1/4 HR.

TOTAL AUDIENCE  
(Households (000) & %)

## NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE  
AVG. AUD. BY 1/4 HR.

ABC WIDE WORLD SPT SPECIAL

PGA CHAMPIONSHIP-SAT

US CLAY COURT TENNIS SAT

NBC MAJOR LEAGUE BASEBALL  
MONTREAL VS PITTSBURGH  
NEW YORK METS VS CHICAGO CUBS  
MULTI-SEGMENT TELECAST (-OP)

WORLD CHMP TRACK-FIELD-SA  
MULTI-SEGMENT TELECAST  
(OP)

NBC NIGHTLY NEWS SAT

TV HOUSEHOLDS USING TV	WK 1	29.4	30.3	31.1	32.4	33.4	33.9	33.0	33.4	33.9	34.0	33.9	35.2	37.6	37.8	38.0	39.1
(See Def. 1)	WK 2	27.5	28.8	28.6	28.6	29.1	30.4	31.9	32.5	33.0	33.0	33.2	34.5	36.9	37.2	37.2	37.5

U.S. TV Households: 83,300,000

For explanation of symbols. See page A

DAY SAT. AUG. 6, 1983

DAY SUN. AUG.7, 1983



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. JULY 31, 1983

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	4,910 5.9 THIS WEEK-DAVID BRINKLEY → DIRECTIONS (SUS)															
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	3,080 3.7 3.4* 4.0* 14 13* 15* 3.2 3.6 4.0 4.1															
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	3,170 3.8 FACE THE NATION															
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	2,500 3.0 12 3.1 2.9															
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	4,170 5.0 4.3* 4.5* 5.0* 5.1* 15 15* 15* 15* 16* 4.1 4.4 4.2 4.7 4.9 5.2 4.9 5.3															
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	3,000 3.6 MEET THE PRESS															
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	2,500 3.0 11 2.8 3.2															
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																

W E E K 2	TOTAL AUDIENCE (Households (000) & %)	4,330 5.2 ← THIS WEEK-DAVID BRINKLEY → DIRECTIONS (SUS)																
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	2,500 3.0 3.0* 3.1*																
	SHARE OF AUDIENCE % AVG AUD BY ¼ HR. %	12 12* 13* 2.9 3.1 3.1 3.1																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	2,920 3.5 FACE THE NATION 5,750 6.9 → US CLAY COURT TENNIS-SUN (1:30-4:00PM)																
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	2,330 2.2 2.7* 2.2* 1.9* 2.8 8 10* 8* 7*																
	SHARE OF AUDIENCE % AVG AUD BY ¼ HR. %	12 2.9 2.5 2.5 2.0 1.9 1.9 2.9 2.7																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	2,920 3.5 MEET THE PRESS 8,330 10.0 ← WORLD CHMP TRACK-FIELD-SU (2:00-4:00PM)																
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	2,420 2.9 4.8 4.5* 4.3* 12 16 15* 15*																
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	3.0 2.7 4.6 4.3 4.1 4.5																
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	23.6	24.9	25.6	26.6	26.3	26.9	27.1	28.1	29.4	30.3	32.1	32.2	33.1	34.0	33.0	34.1
		WK. 2	25.5	26.1	25.9	25.9	24.5	25.2	25.6	26.2	26.8	27.9	28.4	28.4	29.0	29.6	29.1	29.5

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

DAY SUN. AUG. 7, 1983

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. JULY 31, 1983

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
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W	TOTAL AUDIENCE (Households (000) & %)																		7,660 9.2		U S WOMENS OPEN GOLF SUN										5,330 6.4		ABC WRLD NEWS TONIGHT-SUN																																																																																																																																																																																																																																																																																																		
	ABC TV																		3,170		3.8		4.0*		3.7*		3.7*		4.0*		4,250		5.1																																																																																																																																																																																																																																																																																																		
	AVERAGE AUDIENCE (Households (000) & %)																		10		11 *		10 *		10 *		10 *		12		4.9		5.4																																																																																																																																																																																																																																																																																																		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR %																		4.0		4.0		3.8		3.7		3.8		3.5		4.1		3.8																																																																																																																																																																																																																																																																																																		
E	TOTAL AUDIENCE (Households (000) & %)																		18,080 21.7		CANADIAN OPEN GOLF SUN (4:30-7:29PM)										7,250 8.7		NBC NIGHTLY NEWS-SUN																																																																																																																																																																																																																																																																																																		
	CBS TV																		6,160		5.1*		5.6*		5.7*		7.4		4.7*		5.5*		6.3*		7.2*		8.1*																																																																																																																																																																																																																																																																																														
	AVERAGE AUDIENCE (Households (000) & %)																		15 *		16 *		16 *		19		13 *		15 *		16 *		18 *		19 *																																																																																																																																																																																																																																																																																																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR %																		5.1		5.0		5.5		5.7		6.1		5.3		4.6		4.8		5.3		5.7		6.1		6.5		7.1		7.3		7.9		8.4																																																																																																																																																																																																																																																																																		
K	TOTAL AUDIENCE (Households (000) & %)																		11,000 13.2		SPORTSWORLD										7,250 8.7		NBC NIGHTLY NEWS-SUN																																																																																																																																																																																																																																																																																																		
	NBC TV																		5,410		6.5		5.4*		6.8*		7.3*		7.6		7.2		7.2		8.0																																																																																																																																																																																																																																																																																																
	AVERAGE AUDIENCE (Households (000) & %)																		18		15 *		19 *		19 *		18		18		7.2		8.0																																																																																																																																																																																																																																																																																																		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR %																		5.0		5.8		6.8		6.8		7.3		7.2		7.2		7.2		7.2		7.2		7.2		7.2		7.2		7.2		7.2																																																																																																																																																																																																																																																																																				
E	TOTAL AUDIENCE (Households (000) & %)																		3,580 4.3		12,080 14.5		PGA CHAMPIONSHIP-SU										8,750 10.5		CBS EVENING NEWS-DEAN																																																																																																																																																																																																																																																																																																
	ABC TV																		2,670		3.2		6.5		4.8*		5.5*		6.1*		6.0*		6.7*		7.7*		8.5*																																																																																																																																																																																																																																																																																														
	AVERAGE AUDIENCE (Households (000) & %)																		11		18		15 *		17 *		18 *		17 *		18 *		19 *		19 *		21 *		21 *																																																																																																																																																																																																																																																																																												
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR %																		3.0		3.5		4.5		5.2		5.5		5.5		6.1		6.1		6.0		6.0		6.5		6.9		7.6		7.7		8.7		8.4																																																																																																																																																																																																																																																																																		
E	TOTAL AUDIENCE (Households (000) & %)																		10,080 12.1		CBS SPORTS SUNDAY										7,330 8.8		NBC NIGHTLY NEWS-SUN																																																																																																																																																																																																																																																																																																		
	CBS TV																		4,330		1.9*		2.3*		5.2		3.8*		4.5*		7.0*		5.7*		8.5		9.0																																																																																																																																																																																																																																																																																														
	AVERAGE AUDIENCE (Households (000) & %)																		15		7 *		15		12 *		13 *		20 *		15 *		21		21																																																																																																																																																																																																																																																																																																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR %																		1.9		2.0		2.1		2.4		3.7		3.9		4.1		4.9		6.9		7.0		5.7		5.8		8.5		9.0																																																																																																																																																																																																																																																																																						
K	TOTAL AUDIENCE (Households (000) & %)																		8,410 10.1		SPORTSWORLD										4,830 5.8		NBC NIGHTLY NEWS-SUN																																																																																																																																																																																																																																																																																																		
	NBC TV																		4,080		4.9*		5.1*		4.9		5.0*		4.5*		4.5*		4.6		5.1																																																																																																																																																																																																																																																																																																
	AVERAGE AUDIENCE (Households (000) & %)																		16 *		18 *		14		16 *		14 *		12 *		12 *		12		12																																																																																																																																																																																																																																																																																																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR %																		5.0		4.9		5.4		5.5		5.0		5.2		5.3		4.7		4.5		4.5		4.6		5.1																																																																																																																																																																																																																																																																																										
TV HOUSEHOLDS USING TV (See Def. 1)																		WK 1 WK 2																		34 4 30 6																		35.2 31.3																		35.7 31.4																		36.8 31.4																		36.9 31.8																		36.5 33.1																		36.5 34.3																		37.2 35.3																		38.1 35.6																		38.6 36.5																		38.9 37.2																		39.9 37.9																		41.2 40.1																		42.1 41.4																		42.3 42.5																		43.7 42.2																	

U.S. TV Households \$3,300,000

For explanation of symbols, See page A

DAY SUN. AUG. 7, 1983

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
EVENING MONDAY																			
ABC ABC MONDAY NIGHT BSBL-PRE	1	8.00- 8.13PM	-GRID	7,580	9.1	7,330	8.8	20				6,410	7.7	6,580	7.9	16			
	2	8.00- 8.12PM	-GRID																
EVENING TUESDAY																			
ABC JOANIE LOVES CHACHI	1	8.39- 9.09PM	-GRID	9,160	11.0	6,750	8.1	15	9.3										
		9.00																	
ABC THREE'S COMPANY	1	9.09- 9.39PM	-GRID	11,160	13.4	9,750	11.7	20	12.6										
		9.30																	
ABC 9 TO 5	1	9.39-10.09PM	-GRID	12,160	14.6	10,160	12.2	21	13.2										
		10.00																	
ABC HART TO HART	1	10.09-11.09PM	-GRID	16,910	20.3	11,410	13.7	25	15.6										
		11.00																	
CBS ON THE ROAD WITH KURALT	1	8.39- 9.09PM	-GRID	11,750	14.1	9,830	11.8	22	12.7										
		9.00																	
CBS OUR TIMES WITH MOYERS	1	9.09- 9.39PM	-GRID	11,580	13.9	9,910	11.9	21	11.6										
		9.30																	
CBS CBS TUESDAY NIGHT MOVIES	1	9.39-11.39PM	-GRID	17,490	21.0	9,910	11.9	22	13.0										
		11.00							12.4										
		11.15							11.7										
		11.30																	

NBC A TEAM	1	8.39- 9.39PM	-GRID	18,160	21.8	13,830	16.6	30	18.6										
		9.30																	
NBC REMINGTON STEELE	1	9.39-10.39PM	-GRID	18,490	22.2	13,580	16.3	28	16.5										
		10.30																	
NBC ST. ELSEWHERE	1	10.39-11.30PM	-GRID	13,080	15.7	9,910	11.9	23	12.1										
		11.00																	
		11.15							11.9										
									12.0* 24*										
EVENING SATURDAY																			
ABC ABC SPORTS UPDATE-SAT	1	8.58- 8.59PM	8.45	8,910	10.7	8,910	10.7	14	10.7			10,080	12.1	10,080	12.1	26	12.1		
	2	9.09- 9.10PM	9.00																
ABC ABC NEWSBRIEF-SAT	1	9.10- 9.59PM	9.15	12,330	14.8	12,330	14.8	30	14.8			11,000	13.2	11,000	13.2	27	13.2		
CBS NEWSBREAK-SAT.	1	8.57- 8.59PM	8.45	5,830	7.0	5,330	6.4	14	6.4			5,910	7.1	5,580	6.7	15	6.7		
NBC NBC NEWS DIGEST-SAT	1	8.58- 8.59PM	8.45	7,660	9.2	7,660	9.2	21	9.2			5,500	6.6	5,500	6.6	15	6.6		
NBC NBC NEWS DIGEST-2-SAT.	1	9.58- 9.59PM	9.45	6,660	8.0	6,660	8.0	16	8.0			5,160	6.2	5,160	6.2	13	6.2		
EVENING SUNDAY																			
ABC ABC SPORTS UPDATE-SUN	2	8.28- 8.30PM	8.15									8,080	9.7	8,000	9.6	20	9.6		
	1	8.34- 8.36PM	8.30	10,660	12.8	10,500	12.6	25	12.6										
ABC ABC NEWSBRIEF-SUN	1	9.55- 9.56PM	9.45	9,500	11.4	9,500	11.4	20	11.4										
	2	10.00-10.01PM	10.00									11,160	13.4	11,160	13.4	25	13.4		
CBS CANADIAN OPEN GOLF-SUN(S)	1	4.30- 7.29PM	-GRID	18,080	21.7	6,160	7.4	19	13.3										
		7.15							12.9* 29*										
CBS 60 MINUTES	1	7.29- 8.29PM	-GRID	20,580	24.7	13,910	16.7	36	16.6										
		8.15							17.5* 37*										
CBS ALICE	1	8.29- 8.59PM	-GRID	12,740	15.3	11,080	13.3	26											
CONT'D																			

Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1								OTHER PROGRAMS							
DAY NETWORK/PROGRAM	WK	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %						
EVENING SUNDAY-CONT'D																			
CBS ALICE-CONT'D			8.45						13.8										
CBS NEWSBREAK-SUN.	2	8.58- 8.59PM	8.45																
CBS ONE DAY AT A TIME	1	8.59- 9.29PM	+GRID 9.15	16,490	19.8	14,490	17.4	32			11,410	13.7	11,410	13.7	26	13.7			
CBS JEFFERSONS	1	9.29- 9.59PM	+GRID 9.45	18,080	21.7	15,910	19.1	33											
CBS NEWSBREAK-SUN.	1	9.26- 9.29PM	9.15	14,330	17.2	12,910	15.5	27											
CBS NEWHART	1	9.59-10.29PM	+GRID 10.15	17,330	20.8	15,580	18.7	32											
CBS TRAPPER JOHN, M.D.	1	10.29-11.29PM	+GRID 11.15	18,910	22.7	13,330	16.0	31											
NBC NBC NEWS DIGEST-SUN	1	8.58- 8.59PM	8.45					16.1*	34*	15.7									
	2	9.11- 9.13PM	9.00	7,410	8.9	7,410	8.9	17	8.9										
EVENING MONDAY-FRIDAY																			
ABC ABC NEWSBRIEF-M-F		>	8.00 9.45 10.00	9,080	10.9	9,080	10.9	21	8.2 11.4 12.2	M-F W-F TUE.									
ABC ABC NEWS:NIGHTLINE		>	11.30	5,750	6.9	3,500	4.2	13	5.7	M-F									
			11.45			5.1*	14*		4.6	M-F				5.6*	15*	4.7	M-TH		
			12.00						3.8	M-F						3.5	M-F		
			12.15			3.4*	12*		3.1	M-F				3.1*	11*	2.8	M-F		
			12.30						2.7	TUE.									
ABC PGA CHAMPIONSHIP-FRI(S)	2	11.30-12.00MD	11.30 11.45								3,750	4.5	2,750	3.3	9	3.9	FRI.		
ABC ABC NEWS:NIGHTLINE-FRI(B)	2	12.30- 1.00AM	12.30 12.45								2,000	2.4	1,670	2.0	8	2.2	FRI.		
ABC ABC NEWS:NIGHTLINE-MON(B)	1	12.30-12.44AM	12.30	1,750	2.1	1,750	2.1	9	2.1	MON.						1.9	FRI.		
ABC ONE ON ONE	1	>	12.30 12.45 1.00	1,170	1.4	920	1.1	5	1.3 1.1 1.0	M-F M-F M-F									
CBS NEWSBREAK-M-F		>	8.45 9.30	8,000	9.6	7,580	9.1	17	9.3 10.2	M-F TUE.									
CBS LATE MOVIE I		>	11.30 11.45 12.00 12.15 12.30 12.45 1.00 1.15	7,580	9.1	5,000	6.0 6.4*	20 18*	6.5 6.3 6.0 5.9 5.6 5.5 5.1 4.2	M-F M-WTHF M-F M-F M-F M-F TUE. TUE.									
											7,750	9.3	7,160	8.6	16	9.1	M-F		
											7,910	9.5	5,160	6.2 6.6*	20 18*	6.7 6.5 6.3 6.0 5.8 5.4	M-F M-F M-F M-F M-F M-F		

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			SHARE %	
EVENING MONDAY-FRIDAY-CONT'D				1.30					4.0	TU & W						2.7	FRI.		
CBS LATE MOVIE II-CONT'D				1.45				3.1* 24*	2.9	TU & W									
				2.00				2.6	TUE.										
VARIOUS TIMES (SUS)																			
CBS CBS NEWS NIGHTWATCH-1		2.00- 2.30AM	2.00	1,500	1.8	1,250	1.5	15	1.6	MWTHSU	1,250	1.5	1,080	1.3	14	1.3	M-THSU		
				2.15					1.4	MWTHSU						1.2	M-THSU		
CBS CBS NEWS NIGHTWATCH-2		2.30- 6.00AM	-GRID	2,080	2.5	920	1.1	22		M-THSU	1,830	2.2	830	1.0	21		M-THSU		
				2.30					1.5	M-THSU						1.3	M-THSU		
				2.45				1.4* 18*	1.2	M-THSU					1.2*	17*	1.2	M-THSU	
				3.00					1.3	M-THSU						1.2	M-THSU		
				3.15				1.3* 21*	1.2	M-THSU					1.2*	21*	1.1	M-THSU	
				3.30					1.1	M-THSU						1.1	M-THSU		
				3.45				1.1* 22*	1.1	M-THSU					1.1*	23*	1.1	M-THSU	
				4.00					1.1	M-THSU						1.1	M-THSU		
				4.15				1.1* 24*	1.1	M-THSU					1.0*	23*	1.0	M-THSU	
				4.30					1.1	M-THSU						.9	M-THSU		
				4.45				1.0* 25*	1.1	M-THSU					.9*	23*	.9	M-THSU	
				5.30					1.0	M-THSU						1.0	M-THSU		
				5.45				1.0* 26*	1.0	M-THSU					.9*	25*	1.0	M-THSU	
NBC NBC NEWS DIGEST-M-F	1	>	8.45	8,160	9.8	8,330	10.0	19	8.8	M-F	7,830	9.4	7,830	9.4	18	9.4	M-F		
				2	8.58- 8.59PM	8.45													
				9.30					12.9	TUE.									
NBC NBC NEWS DIGEST-2-M-F		>	9.45	9,580	11.5	9,580	11.5	20	10.6	TU&TH	7,910	9.5	7,910	9.5	16	9.5	TU&TH		
				10.30					12.3	TUE.									
NBC TONIGHT SHOW		>	11.30	8,910	10.7	5,580	6.7	22	7.6	M-F	9,250	11.1	5,910	7.1	22	7.9	M-F		
				11.45				7.4* 21*	7.2	MWTHF				7.7*	21*	7.6	M-F		
				12.00					6.9	M-F					6.5*	22*	6.9	M-F	
				12.15				6.4* 22*	5.7	M-F						6.0	M-F		
				12.30					5.7	TUE.									
				12.45				5.2* 23*	4.8	TUE.									
NBC DAVID LETTERMAN I		>	12.30	3,250	3.9	2,750	3.3	16	3.6	M-TH	3,750	4.5	3,000	3.6	16	3.8	M-TH		
				12.45					3.0	MWTH						3.4	M-TH		
				1.00					3.3	TUE.									
				1.15					3.1	TUE.									
NBC FRIDAY NIGHT VIDEOS		12.30- 2.00AM	12.30	7,910	9.5	4,580	5.5	26	6.1	FRI.	6,910	8.3	4,170	5.0	24	5.7	FRI.		
				12.45				6.1* 24*	6.0	FRI.				5.8*	23*	5.9	FRI.		
				1.00					5.7	FRI.					5.3*	25*	5.7	FRI.	
				1.15				5.7* 27*	5.7	FRI.						5.0	FRI.		
				1.30					5.0	FRI.					3.8*	25*	3.9	FRI.	
				1.45				4.8* 28*	4.5	FRI.						3.6	FRI.		
NBC DAVID LETTERMAN II		>	1.00	2,670	3.2	2,170	2.6	16	2.8	M-TH	2,670	3.2	2,170	2.6	16	2.9	M-TH		
				1.15					2.3	MWTH						2.4	M-TH		
				1.30					2.8	TUE.									
				1.45					2.6	TUE.									
NBC NBC NEWS OVERNIGHT-M-F		>	1.30	1,750	2.1	1,580	1.9	15	1.8	M-F	1,580	1.9	1,420	1.7	13	1.8	M-F		
				1.45					1.8	MWTH						1.5	M-TH		
				2.00					2.4	TU & F						1.8	FRI.		
				2.15					2.0	TU & F						1.4	FRI.		
CONT'D																			

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2								
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY-FRIDAY-CONT'D																			
NBC NBC NEWS OVERNIGHT-M-F-CONT'D																			
VARIOUS TIMES (SUS)																			
DAY MONDAY-FRIDAY																			
ABC ABC WORLD NEWS-MORN-600A(SUS)				6.00- 6.15AM		6.00										M-F		M-F	
ABC ABC WORLD NEWS-MORN-615A(SUS)				6.15- 6.30AM		6.15										M-F		M-F	
ABC ABC WORLD NEWS-MORN-645A				6.45- 7.00AM		6.45		1,170 1.4		1,080 1.3 15		1.3		920 1.1		1.1		M-F	
ABC ABC DAYTIME NEWSBRIEF-M-F				>		1.45		7,330 8.8		6,910 8.3 26		8.4		7,660 9.2		8.6		M-F	
CBS CBS EARLY MORNING NEWS				6.30- 7.00AM		6.30		1,080 1.3		920 1.1 17		1.0		1,330 1.6		1.2		M-F	
				6.45								1.2				1.3		M-F	
CBS NEWSBREAK-11.57				11.57-11.59AM		11.45		6,750 8.1		6,500 7.8 30		7.8		7,160 8.6		8.2		M-F	
CBS NEWSBREAK-3.57				3.57- 3.59PM		3.45		5,080 6.1		4,660 5.6 18		5.6		5,410 6.5		6.0		M-F	
NBC EARLY TODAY M-F				1 6.30- 6.55AM		6.30		1,080 1.3		830 1.0 13		.9							
				6.45								1.2						M-F	
NBC NBC NEWS AT SUNRISE				2 6.30- 7.00AM		6.30								1,170 1.4		830 1.0 13		.8 M-F	
				6.45														1.2 M-F	
NBC PERSONAL-CONFIDENTIAL-FRI(S)				2 3.00- 4.00PM		3.00								3,580 4.3		2,580 3.1 10		3.0 FRI.	
						3.15										3.0*		2.9 FRI.	
						3.30												3.1 FRI.	
						3.45													



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVE. AUD. BY % HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVE. AUD. BY % HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
DAY SATURDAY-CONT'D																			
CBS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	2,250	2.7	1,920	2.3	13	2.3			2,330	2.8	2,250	2.7	15	2.7		
CBS IN THE NEWS- 9.56AM		9.56- 9.59AM	9.45	3,170	3.8	2,920	3.5	17	3.5			3,080	3.7	2,920	3.5	18	3.5		
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	3,250	3.9	2,830	3.4	15	3.4			3,500	4.2	3,170	3.8	17	3.8		
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	4,080	4.9	4,000	4.8	19	4.8			4,500	5.4	4,330	5.2	21	5.2		
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	4,910	5.9	4,250	5.1	19	5.1			5,500	6.6	4,910	5.9	23	5.9		
CBS IN THE NEWS-12.26PM		12.26-12.29PM	12.15	4,410	5.3	4,000	4.8	18	4.8			3,080	3.7	2,830	3.4	13	3.4		
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	4,410	5.3	4,170	5.0	17	5.0			3,170	3.8	2,920	3.5	14	3.5		
CBS IN THE NEWS- 1.26PM		1.26- 1.29PM	1.15	4,580	5.5	4,250	5.1	18	5.1			3,920	4.7	3,420	4.1	15	4.1		
NBC ASK NBC NEWS-8:28AM		8.28- 8.30AM	8.15	2,250	2.7	2,080	2.5	25	2.5			2,330	2.8	2,250	2.7	24	2.7		
NBC ASK NBC NEWS-8:58AM		8.58- 9.00AM	8.45	3,250	3.9	3,250	3.9	27	3.9			2,920	3.5	2,830	3.4	24	3.4		
NBC ASK NBC NEWS-10:28AM		10.28-10.30AM	10.15	5,330	6.4	5,080	6.1	27	6.1			4,410	5.3	4,170	5.0	24	5.0		
NBC ASK NBC NEWS-10:58AM		10.58-11.00AM	10.45	5,330	6.4	5,160	6.2	27	6.2			4,080	4.9	3,920	4.7	21	4.7		
NBC ASK NBC NEWS-11:58AM		11.58-12.00NN	11.45	3,920	4.7	3,670	4.4	17	4.4			3,670	4.4	3,420	4.1	16	4.1		
NBC NBC SPORTS-30 ROCK	1	2.00- 2.23PM	-GRID	3,500	4.2	3,080	3.7	13				4,000	4.8	3,750	4.5	17			
	2	2.00- 2.17PM	-GRID																
			2.15						3.6										
NBC NBC MAJOR LEAGUE BASEBALL	2	2.17- 5.09PM	-GRID									12,990	15.6	5,500	6.6	23			

			5.00																
DAY SUNDAY																			
CBS IN THE NEWS-7.26AM-SUN(SUS)		7.26- 7.29AM	7.15																
CBS IN THE NEWS-7.56AM-SUN(SUS)		7.56- 7.59AM	7.45																

# Bulletin

August 19, 1983

## THE PRESIDENT'S JULY 26 PRESS CONFERENCE

President Ronald Reagan held a nationally televised press conference on Tuesday, July 26, 1983, at 8:00-8:39PM NY Time.

NTI estimates of the audience reached by the combined facilities of the three national TV networks are as follows:

	<u>PERCENT</u>	<u>MILLIONS</u>
Total Audience		
Households	32.6	27.2
Average Audience		
Households	27.2	22.7

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